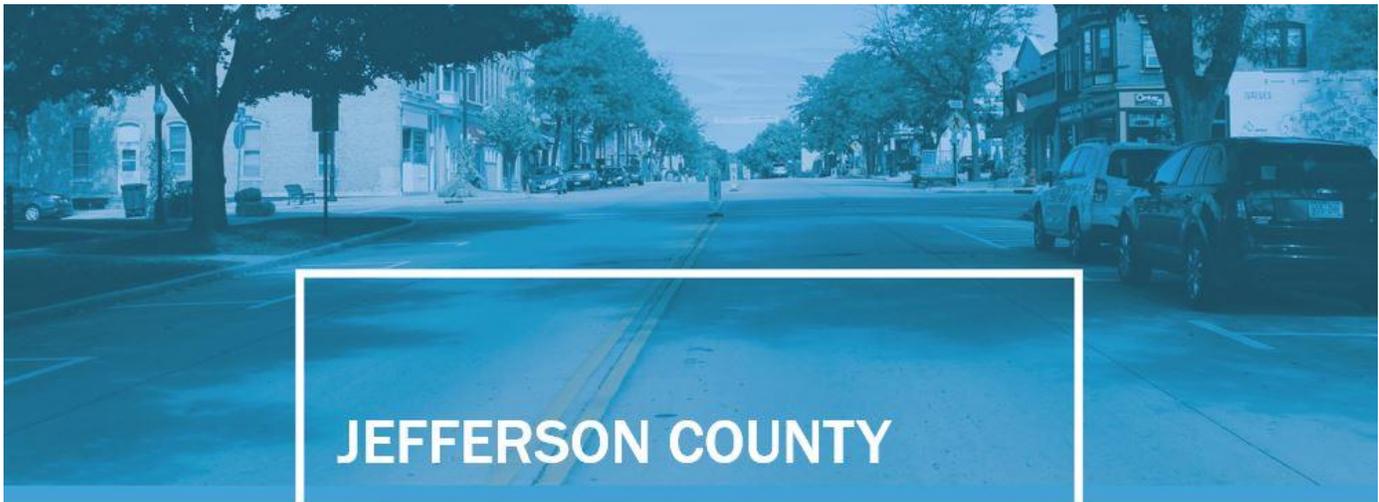


Jefferson County – Comprehensive Plan and Agricultural Preservation and Land Use Plan
 Steering Committee Meetings #4 – Meeting Minutes
 Wednesday, June 24, 2020 – 2:00 -3:30 p.m. – Jefferson County Courthouse



JEFFERSON COUNTY
 Comprehensive Plan and Agricultural
 Preservation and Land Use Plan

STEERING COMMITTEE MEETING #4
 June 24, 2020



Steering Committee Meeting #4 was held virtually via Zoom. Meeting was called to order at 2:02 p.m.

Introductions and Attendees:

The following individuals were in attendance:

Type	Name	Organization
Citizen Member	Jennifer Bakke	City of Watertown
County Board	Anita Martin	
County Board	Steve Nass	
County Board	Walt Christensen	Town of Koshkonong
Health/Human Services	Tina Crave	Watertown Health Foundation
Staff	Patricia Cicero	Land and Water Conservation
Staff	Ben Wehmeier	County Administrator
Staff	Matt Zangl	Director of Planning and Zoning
Staff	Brian Udovich	Highway Department
Staff	Kevin Weismann	Parks Department
Tourism	Olivia Reinke	Tourism Manager, City of Fort Atkinson
Towns	Ted Vratny	Town of Oakland
SRF Consulting	Paul Chellevoid	
SRF Consulting	Stephanie Falkers	

Presentation:

SRF staff Paul Chellevoid and Stephanie Falkers led Steering Committee staff through a PowerPoint presentation. After introductions and an explanation of the Zoom Meeting Logistics, the agenda included the following items:

- Process Update
- Spring Engagement Results
- Key Themes and COVID-19 Considerations
- Next Steps

Process Update

Paul Chellevoid provided a recap on “Where We Have Been” and “Where We are Going.” The last meeting was in November 2019 and our world is different now with the COVID-19 pandemic. This public health crisis has changed and will continue to alter our plan and schedule for the duration of the Comprehensive Plan and Agricultural Preservation and Land Use Plan. A new schedule was presented to the group. The biggest change is the second set of Regional Meetings. Instead of four in-person meetings, we have condensed these to three opportunities which provide both in-person and a virtual meeting. The virtual meeting will be held on July 22nd. It will include a PowerPoint presentation that will be recorded as well as an opportunity to ask project staff questions. Engagement activities will be available through an online survey which will remain open for two weeks after the meeting for those that cannot attend or do not feel comfortable attending in the current health situation.

On July 28th and July 29th, in-person Regional Meetings will be held at Jefferson County Fair Park. There will be socially distanced stations including a recorded loop-presentation, engagement boards, and comment areas. Project staff will be on hand to answer any questions.

Also, in August in September, there will be two Agricultural Preservation Workshops. The first will be with County and UW-Extension staff. The intent of the meeting is to discuss initial agricultural preservation areas and policies within Jefferson County. At the second meeting, these recommended mapped agricultural preservation areas and recommended policies will be shared with the agricultural community (which will be a list including the Agricultural Focus Group from January among others), for further input and refinement.

Steering Committee #5 is planned for late August. The intent of that meeting will be to discuss the plan outline, and finalize goals and objectives, and implementation measures. This group will meet one more time in September or October (Steering Committee #6) to review and comment on draft plan chapters. The draft of the Comprehensive Plan and Agricultural Preservation and Land Use Plan will be ready for review in November.

Spring Engagement Results

Paul presented the results of Spring Engagement activities. There were seven focus groups that took place between January 31st and March 12th, 2020. These groups included 159 individuals in topic areas of:

- Agriculture
- Transportation
- Jurisdictions
- Natural Resources
- Housing
- Tourism
- Young Professionals

The first five focus groups above were facilitated by the consultant team while the Tourism and Young Professionals Focus Groups were led by Olivia Reinke, Tina Crave, and Jefferson County staff.

A seven-question spring survey was also produced in April and May to further test and compare feedback results from the Young Professionals Focus Group and gain an understanding on new trends occurring in the County as a result of the public health crisis. The intent of the survey was to keep momentum going for the two plans during COVID-19 and offer an opportunity for residents to share observations with the project team regarding any changing or permanent trends.

Key Themes and COVID-19 Considerations

Stephanie Falkers led a discussion of key themes and COVID-19 considerations. The group was tasked to prepare a list of key themes that emerged from the results that should be incorporated into the planning process and identify any considerations from COVID-19 that should be considered. A recap of topic items and ideas discussed are shown below:

- Pandemic has shown us that telecommuting can work and businesses will need to accommodate this in order to stay competitive. Investments in broadband infrastructure is needed now.
- Jefferson County has strong health care system; four hospitals, and access to big Regional Hospitals in Madison and Milwaukee that benefits the health and wellness of our residents.
- Some threatened and endangered species are making a comeback. The garter snake near Lake Ripley is an example.
- There is a need to formally define “rural character” so we can establish common ground and principles.
- Jefferson County park system and connecting trail systems is a success story in open lines of communication.
- Regular meetings to discuss countywide bicycle, park, water trail plans will be very important moving forward.
- Connecting regional tourism groups is crucial.
- Continue to consider other plans and how they interact with each other. Update when appropriate based on changing environment.
- There is interest in investing in a long-term water quality plan - to document levels, track WDNR regulations and develop educational materials for the public.
- Agricultural traffic and implements of husbandry on roads are increasing. Similarly, ATV and UTV traffic is increasing.
- There are continuous pressures to utility, site solar, liquid natural gas facilities.
- Affordable housing is a concern and communities not part of county zoning should analyze and refresh plans to identify what can be done to address this for all parts of the county. Explore camping, tiny houses, and accessory dwelling rules.
- Socially responsible and racial equality investments should be prioritized.
- Promote Rock River for tourism opportunities.
- Utilize historical societies throughout the county.
- Chambers of Commerce are struggling.

Next Steps

- Regional Meetings July 22nd, July 28th, July 29th
- Steering Committee Meeting #5 – August
- Agricultural Preservation Workshops – August and September